

In the Claims:

Claims 1-67 are withdrawn.

Please replace claims 68-70 as shown below.

68. (Currently Amended) A method of treating fabrics in a washing machine to increase the fabric protective properties of said fabric, comprising the steps of:

(a) depositing a composition onto the fabric in a treatment liquor wherein the composition ~~comprises~~ consists essentially of a hydrophobic agent having a melting point or glass transition temperature of less than 100°C and an effective amount of a zeta potential modifier so that the treatment liquor has a zeta potential that is positive and greater than zero millivolts; and

(b) curing said fabric at a temperature above ambient temperature but less than 100 °C; ~~wherein said composition optionally includes a fluoropolymer, and wherein said fabric protective properties are of transient durability and comprise increased water repellancy, increased oil repellancy, improved handfeel, improved softness, improved resistance to damage, and any combination thereof; wherein the ratio of hydrophobic agent to zeta potential modifier is greater than or equal to 1:3.~~

69. (Original) The method of claim 68 wherein the treatment liquor of step (a) comprises the wash liquor, the rinse liquor, or both.

70. (Original) The method of claim 69 wherein the composition further comprises an additive selected from the group consisting of emulsifiers, pH adjusters, silicones, non-ionic surfactants, cationic surfactants, amphoteric surfactants, zwitterionic surfactants, anionic surfactants, soil release agents, soil release polymers, antistatic agents, fragrances, fragrance extenders, antimicrobial actives, preservatives, dyes, colorants, viscosity control agents, antifoaming agents, pearlizing agents, opacifying agents, antioxidants, sunscreens, dye transfer inhibitors, dye fixative agents, dispersants, chlorine scavengers, wetting agents, electrolytes,

enzymes, bleaching agents, brighteners, heavy metal chelating agents, fabric softener actives, soil suspending agents, soil release agents, and mixtures thereof.

Please add new claims 71-89 as shown below.

71. (New) The method of claim 68 wherein an effective amount of a zeta potential modifier is present so that the composition has a zeta potential that is positive and greater than zero millivolts to less than about +150 millivolts.

72. (New) The method of claim 68 wherein said hydrophobic agent used in step (a) is selected from the group consisting of hydrophobic waxes, polymers produced from ethylenically unsaturated monomers, low molecular weight polyethylene, low density polyethylene, polypropylene, polyolefin, polyurethane, ethyl vinyl acetate, polyvinyl chloride, co-polymers, and emulsifiable waxes; and wherein said hydrophobic agent is not a fluoropolymer;

73. (New) The method of claim 68 wherein the curing of said fabric in step (b) is achieved by curing the fabric inside a tumble dryer with a heating cycle selection being either one of a permanent press fabric setting or delicate fabric setting, wherein said heating cycle provides a maximum temperature of less than 100°C within the tumble dryer.

74. (New) The method of claim 68 further comprising a fluoropolymer, and wherein said fabric protective properties further include increased oil repellancy.

75. (New) The method of claim 68 wherein said hydrophobic agent used in step (a) is 0.5 to 60 weight % of the composition.

76. (New) The method of claim 68 wherein said zeta potential modifier used in step (a) is 0.1 to 30 weight % of the composition.

77. (New) The method of claim 68 wherein said zeta potential modifier used in step (a) is a cationic material.

78. (New) The method of claim 77 wherein the cationic material is a cationic surfactant selected from the group consisting of mono and di-methyl fatty amines, alkyl trimethyl ammonium salts, dialkyl dimethyl ammonium salts, alkyl amine acetates, trialkylammonium acetates, alkyl dimethylbenzyl ammonium salts, dialkylmethylbenzyl ammonium salts, alkylpyridinium halide and alkyl (alkyl substituted) pyridinium salts, alkylthiomethylpyridinium salts, alkylamidomethylpyridinium salts, alkylquinolinium salts, alkylisoquinolinium salts, N,N-alkylmethylpyrrolidinium salts, 1,1-dialkylpiperidinium salts, 4,4-dialkylthiomorpholinium salts, 4,4-dialkylthiomorpholinium-1-oxide salts, methyl bis (alkyl ethyl)-2-alkyl imidazolinium methyl sulfate (and other salts), methyl bis(alkylamido ethyl)-2-hydroxyethyl ammonium methyl sulfate (and other salts), alkylamidopropyl-dimethylbenzyl ammonium salts, carboxyalkyl-alkyldimethyl ammonium salts, alkylamine oxides, alkyl dimethyl amine oxides, poly(vinylmethylpyridinium) salts, poly(vinylpyridine) salts, polyethyleneimines, trialkyl phosphonium bicarbonates (and other salts), trialkylmethyl phosphonium salts, alkylethylmethylsulfonium salts, and alkyl dimethylsulfoxonium salts.

79. (New) The method of claim 77 wherein the cationic material is selected from the group consisting of cationically modified materials including cationically modified organic polymers, biopolymers, clays, silicas, nanoparticles, and mixtures thereof.

80. (New) The method of claim 68 wherein the increased water repellancy on the fabric in step (b) comprises increasing the initial water contact angle to an angle greater than 80 degrees.

81. (New) The method of claim 80 wherein said initial water contact angle of step (b) is greater than 95 degrees.

82. (New) The method of claim 80 wherein said initial water contact angle of step (b) is greater than 110 degrees.

84. (New) The method of claim 68 wherein the fabric is selected from the group consisting of natural fibers, synthetic fibers, and mixtures thereof.

85. (New) The method of claim 84 wherein the natural fibers comprise cellulose, cotton, wool and fur and mixtures thereof.

86. (New) The method of claim 84 wherein the natural fibers comprise cotton.

87. (New) A method of treating fabrics in a washing machine to provide first fabric protective properties and subsequent second fabric protective properties to a fabric, comprising the steps of:

(a) depositing a first composition onto the fabric in a first treatment liquor wherein the first composition comprises a hydrophobic agent having a melting point or glass transition temperature of less than 100°C, a fluoropolymer and an effective amount of a zeta potential modifier so that the first treatment liquor has a zeta potential that is positive and greater than zero millivolts; and

(b) first curing said fabric at a temperature above ambient temperature but less than 100 °C;

(c) depositing a second composition onto the fabric in a second treatment liquor wherein the second composition comprises a hydrophobic agent having a melting point or glass transition temperature of less than 100°C and an effective amount of a zeta potential modifier so that the second treatment liquor has a zeta potential that is positive and greater than zero millivolts; and

(d) subsequently curing said fabric at a temperature above ambient temperature but less than 100 °C;

wherein said first fabric protective properties comprise increased water repellancy, increased oil repellancy, improved handfeel, improved softness, improved resistance to damage, and any combination thereof; and wherein said second fabric protective properties comprise at least one of said first fabric protective properties; wherein said hydrophobic agent is not a fluoropolymer; and wherein the ratio of hydrophobic agent to zeta potential modifier is greater than or equal to 1:3.

88. (New) The method of claim 87 wherein said step (c) and step (d) are repeated a plurality of times on said fabric to maintain said second fabric protective properties, wherein said second composition comprises a level of hydrophobic agent less than the level of hydrophobic agent present in said first composition.

89. (New) The method of claim 88 wherein said first composition comprises:

(a) 0.5 to 60 weight % of a hydrophobic agent;

(b) 5 to 30 weight % of a fluoropolymer; and

(c) an effective amount of a zeta potential modifier so that the first treatment liquor has a zeta potential that is positive and greater than zero millivolts; and  
wherein said second composition comprises:

(a) a level of hydrophobic agent less than the level of hydrophobic agent present in said first composition; and

(b) an effective amount of a zeta potential modifier so that the second treatment liquor has a zeta potential that is positive and greater than zero millivolts.